

**WIPO/SMES/TLV/05****ORIGINAL:** English**DATE:** November 21, 2005

MINISTRY OF INDUSTRY TRADE AND LABOR  
STATE OF ISRAEL



WORLD INTELLECTUAL  
PROPERTY ORGANIZATION

## **NATIONAL SEMINAR ON INTELLECTUAL PROPERTY FOR START-UPS AND SMALL AND MEDIUM SIZED ENTERPRISES**

organized by  
the World Intellectual Property Organization (WIPO)  
in cooperation with  
The Ministry of Industry Trade and Labor, State of Israel

**Tel Aviv, December 5, 2005**

PROVISIONAL PROGRAM

*prepared by the Secretariat of WIPO*

Monday, December 5, 2005

- Moderator Mr. Yoram Zara, Director, Multilateral Agreements Division, Foreign Trade Administration, Ministry of Industry, Trade and Labor, Jerusalem, State of Israel
- Panel Representatives from the World Intellectual Property Organization (WIPO), the Ministry of Industry Trade and Labor and IKU AB
- 8.30 – 8.50 Registration
- 8.50 – 9.00 Recent Developments in IP Policy in Israel
- Speaker: Mr. Yair Shiran, Director, International Agreements and Trade Policy, Ministry of Industry, Trade and Labor
- 9.00 – 9.10 Opening Address
- Speaker: Mr. Guriqbal Singh Jaiya, Director, Small and Medium-Sized Enterprises (SMEs) Division, World Intellectual Property Organization (WIPO)
- 9.10 – 10.00 Topic 1  
Using the Intellectual Property System for Enhancing the Competitiveness of SMEs
- Speaker: Ms. Caroline Schwab, Program Officer, SMEs Division, WIPO
- 10.00 – 10.10 Questions and Answers session
- 10.10 – 10.30 Coffee Break
- 10.30 – 11.20 Topic 2  
Practical IP Issues and Challenges in an Israeli Company's Ordinary Course of Business
- Speaker: Cross, Kleinhendler, Hodak, Halevy, Greenberg, Law Offices
- 11.20 – 11.30 Questions and Answers session

11.30 – 12.20	Topic 3  Integrating IP Issues in the Business Plan and Strategy of an Enterprise  Speaker: Mr. Guriqbal Singh Jaiya
12.20 – 12.30	Questions and Answers session
12.30 – 13.30	Lunch
13.30 – 14.20	Topic 4 International Dimensions of Business and the Role of Intellectual Property; Overview of Regional and International Filing and/or Protection Systems, including the Patent Cooperation Treaty (PCT)  Speaker: Ms. Caroline Schwab
14.20 – 14.30	Questions and Answers Session
14.30 – 15.20	Topic 5 Using the IP System for Managing Risk and Uncertainty in Business in Domestic and International Markets  Speaker: Mr. Eskil Ullberg, Senior Consultant and President, IKU
15.20 – 15.30	Questions and Answers session
15.30 – 16.20	Topic 6 Accounting and Valuation of IP Assets; Importance, Methods and Challenges  Speaker: Mr. Guriqbal Singh Jaiya
16.20 – 16.30	Questions and Answers session
16.30 – 17.30	Panel Discussion – Meeting the IP Needs of Start-ups and SMEs in Israel: Lessons from International Best Practices  All Speakers
17.30 – 17.40	Questions and Answers session
17.40 – 17.50	Closing address

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